



Press release

Ten hotels nominated by 196+ forum Milan jury for "Hotel Design Award 2022"

All nominees relate to location and destination through design approach

Milan, June 1, 2022 - For the "Hotel Design Award 2022", which will be presented at the 196+ forum Milan on Monday, June 6, the ten-member jury with various professional backgrounds has nominated 10 hotels from among 15 applicants from nine European countries.

The criteria for the award concentrate on the originality of the architectural and design concept, the associated architectural quality of the building and facade, and the design of the interior. The focus is on the design approach and the associated story telling for a convincing hotel concept.

The 10 nominees include three hotels each from Italy and Austria, as well as one hotel each from Croatia, Denmark, Greece and Switzerland. **Andreas Martin**, jury chairman: "The 10 nominated hotels from a total of 6 European countries include all four vacation hotels participating in the competition, as well as 6 city hotels. All nominees have made a connection to the location and destination through their design approach, some more subtle, others more expressive. For the interdisciplinary jury, it will therefore again be a challenge to determine three clear finalists."

Sebastian Noack, spokesman of the jury and Head of International Project Business at Bette: "The applications could be clearly judged in many categories, but it was the outdated buzzword 'story telling' that led to a lively discussion within the jury: Should this point take up a theme that is also independent of the local area in a striking, garish and unmissable way, or is it not the unexcited integration of local features that is more outstanding as a design concept that offers guests an authentic experience in the region? The applications submitted spanned the



spectrum from one extreme to the other and thus certainly provide interesting impulses for future work."

The ten nominated hotels in alphabetical order (detailed overview with pictures attached):

25hours Hotel Indre By (Denmark, Copenhagen).

25hours Hotel Piazza San Paolino (Italy, Florence)

Balcone di Giulietta (Italy, Verona)

Casa Cook Samos (Greece, Samos)

Hotel Gilbert (Austria, Vienna)

Hotel TaNte FriDa (Austria, Maria Alm)

Radisson RED Vienna (Austria, Vienna)

RG Naxos Hotel (Italy, Giardini-Naxos)

Ruby Mimi Hotel & Spa (Switzerland, Zurich)

Villa Nai 3.3 (Croatia, Žman)

Hotels completed and opened in Europe between January 2021 and May of this year were eligible to apply. The competition is open to architects, designers, owners and developers of hotels in Europe.

Image material is available at the following link: [Images Press](#).

Please refer to the copyright information for photo credits. If no information is available, the hotel name must be given in each case.

More information about 196+ forum Milan:

Milan as one of the big four cities for hospitality in Italy will present itself during the global trade show Salone del Mobile from 7 to 12 June 2022. This week spotlights the city as a center for design and furniture. 196+ forum Milan takes place during this international well-recognized week. Investors, developers, real estate companies, hotel operators, consultants, and architects from around Europe come together to exchange and discuss insights of the hospitality industry. 196+ forum Milan was first hosted in 2014 and is the benchmark event in Italy for hospitality investment & design. A full day of interesting panel discussions, inspirational keynote speeches and presentations of innovative design projects will keep the community up-to-date. This day and especially the extra-ordinary dinner is a crucial opportunity for networking to create valuable business relationships. This year's event will take place on Monday, 6 June at Officina Ventura 14. A highlight will be the presentation of the "Hotel Design Award 2022".

<https://196plus.com/196-forum/196-forum-milan/>



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